

**CITY COUNCIL OF THE CITY OF SAN DIEGO
SUPPLEMENTAL DOCKET NUMBER 2
FOR THE REGULAR MEETING OF
TUESDAY, MAY 30, 2006 AT 2:00 P.M.
CITY ADMINISTRATION BUILDING
COUNCIL CHAMBERS – 12TH FLOOR
202 “C” STREET
SAN DIEGO, CA 92101**

**ADOPTION AGENDA, DISCUSSION, OTHER LEGISLATIVE ITEMS
RESOLUTIONS:**

ITEM-S501: Parking Fee Increase at Qualcomm Stadium.

(All Community Areas. District 6.)

STAFF’S RECOMMENDATION:

Adopt the following resolution:

(R-2006-)

Authorizing the Mayor to retroactively (to January 1, 2006) raise the maximum parking fees at Qualcomm Stadium for major stadium events (Charger games excluded) to \$16 for cars and \$46 for RV’s.

STAFF SUPPORTING INFORMATION:

The current parking fee structure for major events, such as college bowl games, concerts and the Monster Truck show, is \$10 per car and \$20 per RV. A recent survey found that the average pricing for similar events at ten NFL stadiums throughout the county is \$18.70 for cars and \$55 for RV’s. Approving this retroactive change setting maximum parking fees to \$16 for cars and \$46 for RV’s (Chargers and San Diego State University games excluded) would bring Qualcomm Stadium more into line with similar venues throughout the country, but would still be below the national average.

Listed below are two examples of stadium parking fees in the Southern California market:

1. The fee at PetCo Park for Padres games is \$17 for cars. RV’s are not permitted into the general parking lots.
2. Angels Stadium in Anaheim, California charges \$15 for cars and \$60 for RV’s.

ADOPTION AGENDA, DISCUSSION, OTHER LEGISLATIVE ITEMS (Continued)

RESOLUTIONS: (Continued)

ITEM-S501: (Continued)

STAFF SUPPORTING INFORMATION: (Continued)

The Chargers have control over their parking fees at Qualcomm Stadium and they take 100% of that revenue. Their parking fees for the 2006 season will be \$20-\$75 for cars and \$80-\$150 for RV's.

The reason for the large jump in RV pricing throughout the country is that RV's take up between two and four spaces depending on the size of the RV. With awnings extended, some RV's will take up six spaces. In reviewing the survey data, some stadiums don't permit RV's at all because they take up too much space and adversely affect ingress and egress traffic patterns. Based on our research, stadium management decided to charge \$46 or what is approximately equivalent to the average consumption of three spaces.

It is also important to note that the City provides low cost, convenient transportation to and from Qualcomm Stadium via the Trolley.

FISCAL CONSIDERATIONS:

Based on the City's current contract with Ace Parking, stadium management estimates that the Qualcomm Stadium fund will receive approximately \$310,000 in additional revenue annually. This revenue increase will address the projected deficit in the FY2007 Stadium operating budget.

Additionally, the City will be receiving proposals from parking contractors for a new contract at Qualcomm Stadium within the next six weeks. This fee increase would make the contract more lucrative, which is likely to generate higher commissions for The City of San Diego.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

Effective January 1, 2004, the City Council approved a parking fee increase of \$2 per car and \$4 per RV.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

If the fees are increased, stadium management will post the updated information on its website and insure that all tenants and promoters do the same. The fee structure will also be posted at all entrance gates to the stadium parking lots.

ADOPTION AGENDA, DISCUSSION, OTHER LEGISLATIVE ITEMS (Continued)

RESOLUTIONS: (Continued)

ITEM-S501: (Continued)

STAFF SUPPORTING INFORMATION: (Continued)

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

This change does not affect the Chargers. The Chargers have control over their parking fees at Qualcomm Stadium and they take 100% of that revenue. Their anticipated fee structure for the 2006 season is \$20 for non-reserved cars and \$40 for reserved cars. The RV price is expected to be \$75.

By contract, San Diego State University receives 92% of the parking revenues at all of their games and the City receives 8%. SDSU has the contractual right to set their parking fees and they have chosen to keep their fees at \$10 for cars and \$20 for RV's for the 2006 season.

Other tenants and promoters, such as the Holiday Bowl, Poinsettia Bowl, Monster Truck Show and Supercross do not participate in parking revenues. They have, however, supported the parking fee changes as long as the changes remain in line with industry standards.

Stover/Haas

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ADOPTION AGENDA, DISCUSSION, OTHER LEGISLATIVE ITEMS

ITEM-S502: Retention of Outside Counsel to Defend the City of San Diego in McGuigan v. City of San Diego (GIC849883).

(See memorandum from Council President Peters dated 5/25/2006.)

COUNCIL PRESIDENT PETERS' RECOMMENDATION:

Take the following actions:

- (1) Retaining outside counsel pursuant to Charter Section 40 to defend the City of San Diego in McGuigan v. City of San Diego (GIC849883);
- (2) Allocating an amount not to exceed \$250,000 for such services;
- (3) Authorizing the Mayor's office to select a law firm with the appropriate expertise and to execute, oversee, and manage the contract with the selected firm;
- (4) Directing the City Attorney to prepare a resolution authorizing the Mayor to retain, execute and oversee outside counsel in the McGuigan and to expend \$250,000 for such services.

ADOPTION AGENDA, DISCUSSION, OTHER LEGISLATIVE ITEMS (Continued)

ITEM-S503: Retention of Outside Counsel to Defend the City of San Diego in Building Industry Association of San Diego County (“BIA”) v. City of San Diego (GIC817064).

COUNCIL PRESIDENT PETERS’ RECOMMENDATION:

Take the following actions:

- (1) Retaining Charles Christensen as outside counsel pursuant to Charter Section 40 to defend the City of San Diego in BIA v. City of San Diego (GIC817064);
- (2) Allocating an amount not to exceed \$250,000 for such services;
- (3) Directing the City Attorney to prepare a resolution retaining Charles Christensen and authorizing up to \$250,000 to pay for such services.